

Netflix Announces New Group Watching Experience

Netflix Connect allows distant friends to watch and react to movies simultaneously.

Hollywood, CA, Oct 22, 2019

Today, Netflix Inc., a streaming service provider and production company, announced that they now feature a group watching option called Netflix Connect. This new feature will allow users to share reactions during the viewing experience. Made for people with long-distance loved ones, Netflix Connect allows users to create a public link that others all around the world can use to chat, video call, and watch programs simultaneously. Netflix originally introduced their streaming service in 2007, allowing members to instantly watch television shows and movies on their personal computers. They are continuing to elevate their service to make streaming an effortless and enjoyable experience for all.

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In many households, sitting down at the end of the day to watch TV is a comforting routine. But what happens if your significant other is away on business or your best friend lives across the country?

Netflix Connect will allow friends to bond with each other through movies and TV shows — no matter where they are. No more watching solo and discussing later on when you could do it all at the same time with a group of loved ones that are interested in the same content. Through the click of a button, users can invite their friends to view any content in Netflix's unlimited media library. Friends will have the ability to live chat via video, audio, and even gifs and emojis. By synchronizing video playback at a scheduled time of your choosing, Netflix Connect makes watch party planning effortless. Get ready to connect with your network of fans and friends like never before.

“Our main goal is to improve the customer experience,” says CEO Reed Hastings. “We know our users value love, community, and connection, and we want to give them a new, exciting way to engage with those values.”

How exactly does it work? It takes only the click of a button to invite friends via text or email. Through the unique link, other registered Netflix users can join a scheduled group watching experience, with the option to watch with up to 15 friends in a private group.

“My best friend from college lives in a different time zone,” explains Molly Burns, Netflix user since 2013. “When watching a season of television on Netflix together, one of us is always ahead of the other. The idea of watching at the same time is appealing to me; this kind of interaction will give us the opportunity to share so many more special moments together.”

The launch of Netflix Connect creates a completely new watching experience by changing the way users interact with friends, family, and partners in virtual spaces. All Netflix members will have access to Netflix Connect at no extra cost. At Netflix, we are always evolving and innovating the way we stream content. By becoming a Netflix member, you can watch more than 13,500 titles and enjoy content available nowhere else on the web. New customers can enjoy a free 30-day trial by visiting <http://netflix.com>, and existing customers can visit <http://netflix.com/n/netflixconnect> to learn more about Netflix Connect.

About Netflix:

Netflix is one of the world's leading entertainment services offering a wide variety of TV series, documentaries, and movies across a wide variety of languages and genres. Users have unlimited access anytime and anywhere on any internet connected screen,

with the ability to pause and play content without commercials. Promising “movie enjoyment made easy.”